

ABSTRACT OF THE DISCLOSURE

In response to a request from a user for operation check on a product offered for sale at a shopping site, information equipment such as, for example, a personal computer reads in via the Internet Web instruction manual data in HTML format and vector graphics data each stored in a merchant side Web server, and displays animated Web instruction manual on the display based on the data. Thus, the user can view the animated Web instruction manual to easily understand the operation and usability of the product.